

**【Report of The Latest Event】**

♥The Launch of New Chocolate Scented Mascara on Valentine's Day in Japan♥

~Not Just a Plain Brown, But Lovely Pink Brown~

「Love Switch」

A press event with Maomi Yuki

as a new MUSE !

**Maomi Yuki's great declaration of promoting natural beauty to maintain her flawless cuteness !**

**And her ideal woman is Tetsuko Kuroyanagi!?**

On the 31<sup>st</sup> of January 2012, we FITS CORPORATION held a press event at Grand Hyatt Tokyo in Roppongi to announce our new brand image of Love Switch, Yuki Maomi, who was a Japanese famous celebrity and fashion model.



Our press event was started with a presentation about the product and with the reason why our marketing manager Kentaro Munesue and PR manager Mayo Hayakawa chose Maomi as our new

image. Then, Maomi Yuki showed up with a gorgeous pink dress, which was inspired by Love Switch. This was her first time to become an image of cosmetic brand so that she was given various kinds of questions. ” How do you feel now? Maomi answered joyfully, “It was such an honor and I am so pleased now. I will do my best to work for it.”

“A Pink Brown color seems much softer than putting black on and may go well with brown hair and brown eye brows.”, “This color helps us to look much more girlie and I recommend this for a first date!” said Maomi, said with a bright smile.

Also, FITS announced that we would launch limited mascara collaborating with FUJIYA LOOK chocolate on Valentine’ s Day. When Maomi took a sniff of it, she was surprised at its tasty and authentic scent. “You can feel the chocolate scent from my lashes! And I love it when the scent flows as your face getting close to your boyfriend, like when kissing.”

She also mentioned that her ideal woman was Teutsuko Kuroyanagi, a 78-year-old Japanese actress as well as an UNISEF goodwill ambassador. “When I met her at the studio, she asked me where I got my one piece because she thought that was cute. I want to be like her who never forgets her natural curiosity.”

“Natural Brown Makeup Contest” was also held as another main topic. Three finalists were selected out of 150 contestants, and they put natural makeup on done by pro makeup artists. Maomi was a part of the contest as a special judge. Final three girls commented, “I wanted to have more natural look by changing my usual overdone makeup.” “I wanted to get the tips of better makeup.” And, their new look surprised Maomi! She gave a round of applause to these girls and said, “I do love their new look! You all should go with it rather than the ones before!” In the end, one of the finalists named Ayako Takagi won the first prize and was given 100,000yen as a reward. Maomi concluded, “I hope all the girls will be happier with this pink brown mascara and have a good time on both work and private.”

As mentioned, the new product, Chocolate Scented Mascara, collaborating with FUJIYA LOOK will be released on the 14<sup>th</sup> of February. Also, LOOK Chocolate starring Love Switch will be launched in a limited quantity for this Valentine’ s Day!

**Information for Press Concerned**

**◆About FITS CORPORATION**

<http://www.fits-japan.com/>

FITS CORPORATION K.K offers various kinds of Perfume, Cosmetics, and beverage such as Wine and Cidre. Dealing with 8 original perfume brands and 12 cosmetics brands, and 21 perfume from contracted foreign agency and 7 brands for cosmetics.

**◆About Love Switch and Pink Brown**

Instead of using black, Brown Makeup makes your impression much sweeter and softer. This **「Pink Brown Mascara」** gives a new look with dolly and cute impression. The special brown color contained pink pearl brings out unexpectedly charming eyes.

**◆Love Switch Full Line of Products**

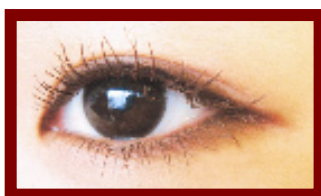


**◆Product Information about Love Switch Pink Brown Chocolate Scented Mascara with FUJIYA LOOK**

- ♥ Mesmerized with **SWEET Chocolate Scent** ♪  
Is it like a real chocolate? Makes you crave for LOOK Chocolate!?
- ♥ **Limited Edition of Bottle and Package**  
Chocolate-inspired and tasty Design!
- ♥ **Separate Brush makes your luses longer and longer!**  
Separate Brush enables to extend the look of lashes at corners.
- ♥ **Long Fiber & Glossy Film**  
Both fiber and film cover your lashes and gives a glossy look.
- ♥ **Multi Proof formula prevents from tears and hand rub**
- ♥ **Easy sweeping out with warm water**



Black Mascara



Pink Brown Mascara



◆◆◆For Details about products◆◆◆

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